



Understanding Markets and Strategy: How to Exploit Markets for Sustainable Business Growth

Malcolm Morley

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In order to expand your business in existing and into new and diverse markets, it is vital that strategies and plans can be developed with realistic prospects of success. Understanding Markets and Strategy explains the context, meaning and value of markets. It shows you how to analyze them, develop appropriate strategies and respond appropriately to changing competitive dynamics, ensuring that resources are used to create the greatest chances of success. Debunking myths around how markets are defined, it explores how to exploit the assets you currently possess and how to develop new assets for the target market. It also explores the implications for the strategies, resources, competencies and capabilities of expansion into international territories on your organization. The author explains, with practical tools and techniques, how marketing needs to be a product of, and consistent with, strategic competitive and corporate analysis. Ideal for Directors and senior managers as well as strategic planners and marketing managers, it provides you with everything you need to understand markets and to create a strategic context for the development of credible and robust commercial strategies and plans to exploit them.

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